



10 day local food CHALLENGE

how local can we go?

2015

FARMERS' MARKETS AND LOCAL-FOCUSED GROCERS: HOW TO ORGANIZE YOUR 10-DAY LOCAL FOOD CHALLENGE

The Challenge is a catalyst for change, encouraging infrequent or occasional local food eaters to make local-first a priority every day, and turning occasional customers into loyal ones.

So how can you use the outreach materials from the 10-Day Local Food Challenge in combination with your own promotions to catalyze demand, enrich the infrastructure of your local food systems, and support the wellbeing of all in your community?

Try these tips.

- **Use the poster-sized PDF** around town and on your site to promote the Challenge. Add contact information for a local volunteer or your team to answer questions and offer encouragement. You decide when best to deploy posters, but we find the participants prefer at least a week or two to plan for their Challenge, so we recommend a month in advance for your first poster sessions around your community, perhaps another round a week before the challenge.
- **Use our press releases and PSA's** to alert your community through local media. They're easily customizable to your needs.
- **Use the business card PDF** on cardstock:
 - as a quick and low-cost way to promote the Challenge on your site
 - as an onsite way for customers to collect stamps or punches from individual vendors when customers purchase produce or products during the Challenge window (Oct. 1-10). Attach entry in a drawing for a local-focused prize or a small individual prize (a coupon for a discount on their next purchase on your site works well).
 - or as a "coupon" for a discount or another value offered during the days of the Challenge (you might wish to print the discount/value on the reverse side of the business card)
- **Use the postcard PDF** to promote your local Challenge-related events and incentives (see below) OR in the same ways indicated for the business card above.
- **Use our "How To" page** as a take-away document for customers considering the Challenge.
- **Use our website: localfoodchallenge.org** for even more support, with more detailed information on all aspects of the Challenge.

- Try any of these easy ways to bring your community members/customers into the Challenge:
 - **Offer incentives to sign up for the Challenge:** discounts on purchases (the business card can be used as a punch card), prizes via a raffle/drawing, early or exclusive shopping hours at your farmer's market or store, a cooking lesson with a local chef, a farm tour, etc.
 - **Bring families in:** Offer incentives for children and families to try and to cook new local foods, partner with a local school or district to introduce more local produce, products into their menus, etc.
 - During the Challenge, **keep the energy up by offering activities** during your regular business hours (farmer/food producer and/or chef demos and food tastings, community cooking contests, local food costume contests for kids, etc.)
 - **Organize a celebratory community party/potluck** for those who complete the Challenge. Our primary partner, Food Day, encourages communities to organize an event celebrating good food on October 24. Linking your event to theirs can give it a boost.
 - Partner with local media to **highlight your customer-Challengers** in features during and after the Challenge.

Questions?

Want more ideas for integrating the 10-day Local Food Challenge into your outreach/marketing program?

We're happy to help!

Just email our Community Manager,
Laurie Pitts, at laurie@localfoodchallenge.org

WWW.LOCALFOODCHALLENGE.ORG